As a residential telephone consumer, I have switched from a less expensive telephone service contract back to my original service simply to retain my telephone number when moving to a new residence. I would, similarly, make the extra effort to continue with-- or switch to-- a service contract for my cellular telephone if I knew that choosing that contract would give me the option to retain my cellular telephone number when I subsequently decided to switch services again. I believe telephone number portability is a very desirable option. It is my opinion that the FCC would do many consumers a great favor by making phone number portability a reality in the cellular service industry.